

What is claimed is:

1. A laminate adapted for use to decorate a substrate, said laminate comprising:
 - a layer of pre-mask material comprising a cover layer and a layer of removable adhesive firmly adhered to one surface of the cover layer;
 - 5 display lengths of decorative film tape each comprising a length of decorative film having opposite major surfaces, and a layer of adhesive along one of the major surfaces; and
 - 10 a release liner having opposite first and second major surfaces, said first major surface of the release liner being adapted to be releasably adhered to by the removable adhesive on the cover layer and by the adhesive on the decorative film;
 - 15 said display lengths of decorative film tape having different predetermined shapes and lengths formed by a computer operated tape applicator and being applied to the first surface of the release liner by said tape applicator in a predetermined pattern; and
 - the layer of removable adhesive included in the layer of pre-mask material being adhered over the outer major surfaces of the display lengths of decorative film tape adhered to the release liner and to the release liner around the display lengths of decorative film tape..
- 20 2. A laminate according to claim 1 wherein some of said display lengths of decorative film tape adhered to the release liner have closely spaced ends with the spaces between said closely spaced ends being in the range of 0.005 to 0.12 inch or 0.013 to 0.3 cm.
- 25 3. A laminate according to claim 1 wherein said decorative film has grooves or other structure along the major surface of the decorative film opposite the layer of adhesive so that the decorative film visually simulates a decorative structure.
- 30 4. A laminate according to claim 1 wherein said decorative film has light reflecting layers within the decorative film.